

MODERN WINDOW SCREENS

now within reach
of every purse



ROLSCREEN MODEL
50

ROLSCREEN CO.

PELLA, IOWA

INEXPENSIVE TO BUY - EASY TO INSTALL



The fourteen windows in this charming little house were Rol-screened with the Model 50 at a cost of only \$50,—without the slightest marring of the graceful lines.

Modern Convenience

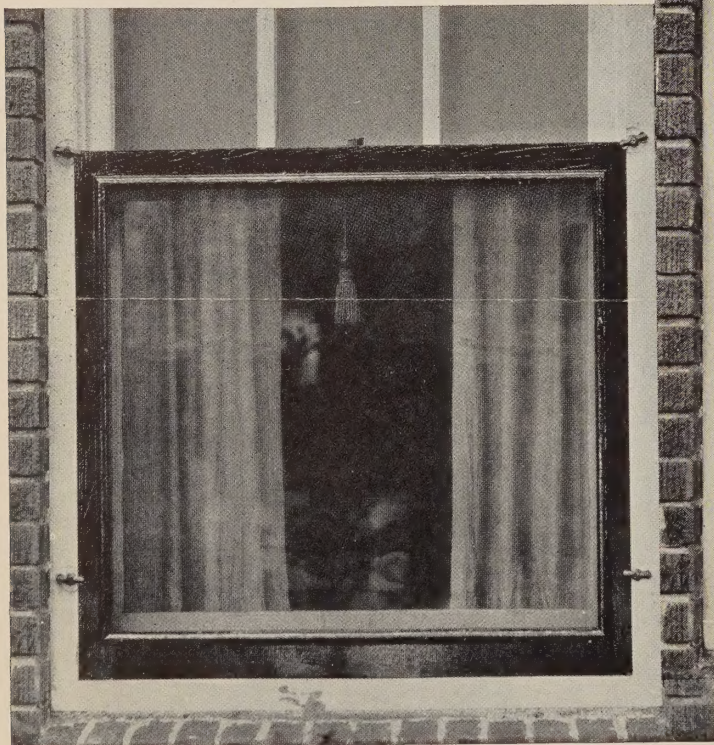
Demands Rolscreens

And this new Model meets

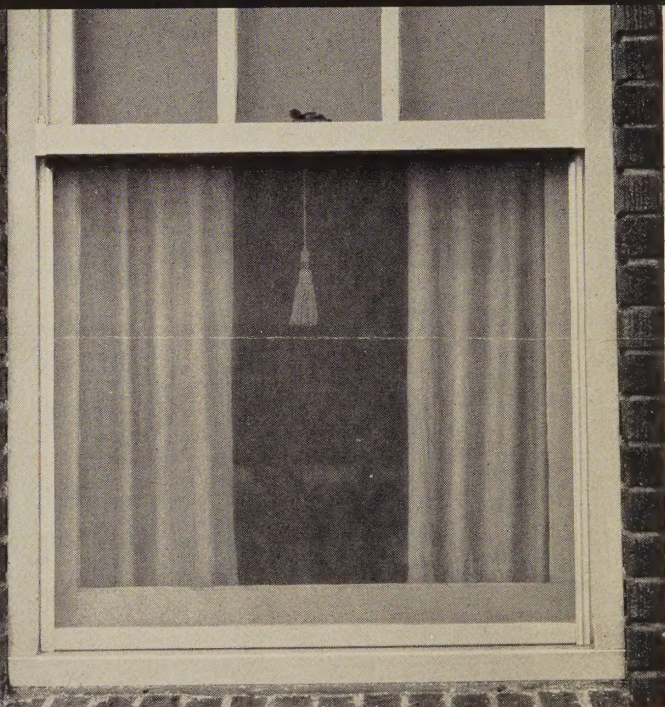
Present-day economy programs

★ Rolcreens are never taken down. Fitted permanently onto your windows, they are so unobtrusive you scarcely realize they're there. They do not destroy the harmony of beautiful window effects; they do not shut out the light, they do not soil delicate draperies, as do unsightly wide-framed, flat screens! Inconspicuous guides at the sides; a narrow bottom rail; an ingenious spring-roller hidden in a compact casing; a pleasing clear-vision wire cloth of great strength and durability—That's a Rolscreen!

COMPARE THE APPEARANCE



Which will it be—this unsightly, cumbersome flat-type screen, which doubles time required for washing windows and blots out 25% of the light and ventilating area?



—Or this modern, scarcely-visible Rolscreen? No storing, ready for use when you want it—out of the way when you don't.

COMPARE THE CONVENIENCE



Roloscreened! So easy to get at flower boxes, awnings and outsides of windows for washing purposes.

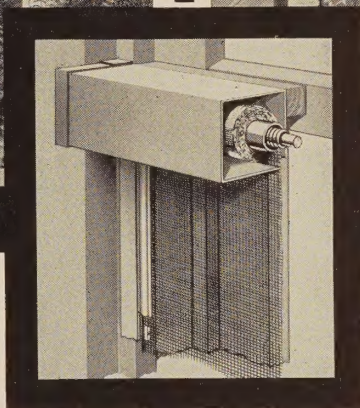
Roloscreens Roll Up and Down ... Like a Window Shade

★ Release the catch and automatically, your Roloscreens roll up; a gentle pull and they're down—quickly available when you want them; instantly out of the way and sight when you don't.

★ Roloscreens are not taken down for window washing, or for access to flower boxes and awnings. In fact, they never need be removed. They're permanent—require no storing; no messy dusting, painting, repairing, sorting and putting up each spring.

★ Roloscreens are thoroughly insect tight—no gaping edges, being locked in on all four sides when they're down. By means of special patented features they adjust themselves to swelling or shrinking of the window frames. Roloscreens do not sag, bag or rip. An accidental blow merely disengages the sliding lugs from the guides, and rolling up the screen instantly replaces them. The special "AlumaA," clear vision wire-cloth is extra strong—both edges reinforced with a triple selvage. The roller casing which snugly stores the screen when not in use, is placed opposite the middle rails of the window where the upper and lower sash meet. The Roloscreen Model 50 does not reduce light area, does not detract from the slender lines of the window, does not interfere with the lowering of the upper sash.

★ Banish those daily inconveniences and that twice-a-year drudgery which old-fashioned screens impose. Restore your window beauty. Roloscreen your windows now. But be sure they are the genuine—Pella Made. Their fifteen patented features carry assurance of satisfaction.



Sectional view of Roloscreen Model 50. Release the catch and the screen disappears—rolls onto spring roller, like a window shade. Locked-in mesh slides through grooved guides at sides. Absolutely insect tight... no gaping edges.



How inconvenient the old, flat screens are for cleaning tasks. And they muss the draperies too!

Roloscreen Model 50 . . . Low in Price--Easy to Install

★ No longer need the cost of rolling screens keep you from giving yourself their amazing conveniences and home-beautifying effects. The new half-length Model 50 has many of the advantages of the regular full-length Roloscreens—yet costs only about half as much. Roloscreen Model 50 fits onto the outside of your windows. (De Luxe Roloscreens are installed on the inside.) Installation is simplified; fitting is easy; there is no alteration of window frames.

★ Any man handy with simple tools can install Model 50 Roloscreens. (See Mr. Anderson's letter on back page.) Or the Roloscreen Service Organization will install at actual labor cost. Complete, easily understood diagrams and instructions are furnished with each delivery of Roloscreens.

Buy as Few or as Many Roloscreens as You Wish . . .

★ It is not necessary to Roloscreen your entire house at one time. It can be done gradually—a screen or two at a time, as your present screens show need of replacement. Important windows can be selected as time goes along and the cost can be spread so thinly that the average household budget will scarcely feel it. Or Roloscreens can be purchased on an easy installment plan if desired. Call your local Roloscreen dealer today—or write us direct for any further information you desire. We will gladly furnish price quotations on specific window sizes.

ROLSCREEN COMPANY, Pella, Iowa. - - Don't Delay! Write Today!



RELIANCE ELEVATOR COMPANY

INCORPORATED
MANUFACTURERS OF
PASSENGER AND FREIGHT ELEVATORS

212-222 WEST AUSTIN AVENUE
CHICAGO, U.S.A.

August 11th, 1931.

EVIDENCE

PHONE
SUPERIOR 2106
FACTORIES
CHICAGO, ILL.
ST. JOSEPH, MO.
REPRESENTED IN

Rolscreen Company,
Pella, Iowa.

Gentlemen:

I have, personally, installed two of your new model ROLSCREENS on the outside of my windows, covering the lower half of the window and find that they are easy to install. The first one took me exactly twenty minutes and the second one ten minutes to complete the installation.

We feel enthusiastic about our ROLSCREENS as they eliminate all of our annoyances that we had with flat screens, namely, the yearly taking down, storing away and rehanging every spring. I feel that these screens are a tremendous improvement over the flat screens that we have had. Furthermore, I have had a constant expense with the rewiring and repainting of my flat screens.

Next year, I expect to purchase your outside ROLSCREENS for the balance of the windows in my home.

Yours very truly,

ACG Anderson
MLS

ACG Anderson
1359 Ashland Ave.,
Wilmette, Illinois.

MORE THAN A MILLION ROLSCREENS, in thousands of large and small dwellings, in hospitals, sanitariums, apartment houses, clubs, hotels and office buildings—plus seven years of successful history—prove the popularity of these modern, efficient and economical rolling screens. Rolscreens of Pella are fully guaranteed.

FOUNDED A.D. 1792

Insurance Company of North America

Western Department

209 West Jackson Boulevard, Chicago

ALTY CO., AGENTS
1510N STREET
USTIN 7144

CHICAGO, ILL.

July 16th, 1931.

Rolscreen Company,
Pella, Iowa.

Gentlemen:-

Rolscreens were installed in my new apartment building and they are very satisfactory. The tenants are well pleased with this equipment.

A real economy is the saving in labor of putting up and taking down the flat screens every year, and the elimination of repairs and painting. The usual flat screen storage space is saved and used for some other purpose.

I most certainly will use Rolscreens of Pella, Iowa, on my future buildings.

Yours very truly,

Frank Miller

Ninety-five of the new Model 50 Rolscreens are in use in Mr. Miller's attractive apartment building, illustrated below. R. H. Maiworm, Arch't, F. B. Miller, Builder & Owner.

